

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this chapter, the researcher presents the aspects dealing with research methodology, which is used to analyze this research. These aspects are research method, research participants, instrument and data gathering technique, data analysis technique, and research procedure.

#### **3.1 Research Method**

This study was conducted in descriptive quantitative research. Adler & Clark, 2011 said that, “Quantitative data analysis, analysis based on the statistical summary of data”. The research of this study will be done in the class by taking the students of Indonesian Department and Communication Science Department class A as sample.

#### **3.2 Research setting**

In this research, the researcher conducted on March 2016 on University of Muhammadiyah Malang , Jl.Raya Tlogomas No.246 Malang, East Java.

#### **3.3 Research Subject**

The subject of the research are first semester majoring in Communication science and Indonesian Department at University of Muhammadiyah Malang. The researcher chooses the majoring in Communication science and Indonesian Department because in their courses there are some that are related to literature class. To get the sample, the researcher used *Stratified Sampling* to get

investigation. Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups or strata.

### **3.4 Instrument and Data Gathering Technique**

#### **3.4.1 Instruments**

An instrument has important function in this research. Instrument is one of the significant steps in conducting this research. The main instrument used of this study is questionnaire.

##### **3.4.1.1 Questionnaire**

A survey is a study in which the same data, usually in the form of answers to questions are collected from one or more samples (Adler & Clark, 2003:231).

There are two types of questionnaire.

##### **1. Open ended questionnaire**

- a) Respondent is free to express his views and the ideas.
- b) Used in making intensive studies of the limited number of the cases.
- c) Merely an issue is raised by such a questionnaire.
- d) Do not provide any structure for the respondent's reply.
- e) The questions and their orders are pre – determined in the nature.

##### **2. Close ended questionnaire**

- a) Responses are limited to the stated alternatives.
- b) One of the alternatives is simply YES or NO.
- c) Respondent cannot express his own judgment.

All the questions were aimed to find the information about students' reading interest. In addition to minimize the time to complete the instruments, the researcher used closed-ended questionnaire as the instrument to collect the data to analyzing the data.

#### **3.4.2 Data Gathering Technique**

The steps of collecting the data followed :

1. Preparing the materials research.
2. Asking permission to department for conducting the research to the students.
3. Asking permission to lecturer for conducting research.
4. Distributing the questionnaires in the class.

#### **3.5 Data Analysis Technique**

After collecting the data from questionnaire, the researcher analyzed the data. The procedures of the data analysis are:

1. Classifying all of the data from questionnaire to know the implementation of students interest.
2. Calculating the data based on the students answer of the questionnaire.
3. Scoring the data based on the students answer the questionnaire.
4. Interpreting the result of the data questionnaire.
5. Determining the data based on the students reading interest.
6. Making conclusion based on the result of data that was analyzed by the researcher.

### 3.6 Research Procedure

Information was collected to know the students' reading interest through questionnaire. Questionnaire that was used by the researcher as the primary the data collection based on the students answer.

According to Ary (2002: 224) likert scale is one of the most widely used techniques to measure attitudes. Likert scale assesses attitude toward a topic by presenting a set of statements about the topic and asking the respondents. There are four points scale of possible responses used in this method.

For qualification, the procedure of the data analysis were:

#### 1. Scoring the students' answer

Choice	Point
( S T ) Strongly agree	4
( S ) Agree	3
( T S ) Disagree	2
( S T S ) Strongly disagree	1

#### 2. Calculating the students' answer

- a) Calculating the students' answer of the questionnaire by using following formula:

$$P = \frac{f}{N} \times 100 \%$$

Note:

P = the percentage of the students' motivation

F= the number of frequency of the respondents' answer

N= number of students

Meanwhile, to know the students interest by using following formula:

$$\text{Mean} = \frac{\sum Fx}{N}$$

Note:

$\sum Fx$ = amount of multiplying the score with frequency

N= number of students.

### 3. Determining students reading interest

Determining students reading interest by using criteria used by the writer.

<b>81 – 100</b>	<b>Very high</b>
<b>61 – 80</b>	<b>High</b>
<b>41 – 60</b>	<b>Moderate</b>
<b>21- 40</b>	<b>Low</b>
<b>0 – 20</b>	<b>Very low</b>

Making conclusion based on the result of the data that has been analyzed